

WHAT IS DATA VISUALIZATION ?

WHAT DO YOU PREFER? A BORING SPREADSHEET OR A BEAUTIFUL BAR CHART WITH DECENT DESCRIPTIONS TELLING THE SAME INFORMATION? IN TODAY'S WORLD THE WAY THAT WE SEE DATA HAS BECOME VERY IMPORTANT AS IT CAN HELP UNDERSTAND IMPORTANT INFORMATION WHILE GIVING US THE OPPORTUNITY TO SEE HIDDEN LAYERS AND PATTERNS IN DATA.



THE VISUALIZATION

WE AS HUMANS ARE VERY VISUAL AND SEEING PROCESSED OR RAW DATA IN A VISUAL CHARTS LIKE GEOGRAPHICAL MAPS, BAR CHARTS, SCATTERPLOTS OR LINE CHARTS ARE IMPORTANT TO SPEED UP THE PROCESSING LEVEL IN WHICH WE WORK. THE VISUAL CHARTS CAN TELL YOU A LOT BY JUST LOOKING AT THEM, INSTEAD OF READING THROUGH TEXT REPORTS OR A SPREADSHEET TO UNDERSTAND THE DATA. DATA VISUALIZATION TOOLS ARE POPULAR BECAUSE THEY ALLOW THE USER TO LOOK AT DATA IN A STATISTICAL AND ANALYTICAL WAY BY CREATING VISUAL DATA MODELS ACCORDING TO THE USERS SPECIFICATIONS. THE VISUALIZATION TOOLS ALSO PROVIDES AND USER INTERFACE, CONNECTION TO YOUR DATABASE AS WELL AS THE OPTION TO INCLUDE MACHINE LEARNING.



KINDS OF ANALYSIS

LOOKER PROVIDES A WIDE VARIETY OF DIFFERENT TYPES OF BIG DATA ANALYTICS INCLUDING:

- PREDICTIVE ANALYTICS
- PRESCRIPTIVE ANALYTICS
- DESCRIPTIVE ANALYTICS
- DIAGNOSTIC ANALYTICS

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- EXAMPLES OF BIG DATA ANALYTICS INCLUDE:
- FRAUD MANAGEMENT REPORTS, THIS CAN INCLUDE FINDING FRAUD TRANSACTIONSHACKING
 - LIVE TRACKING REPORTS, THIS IS USED BY COMPANIES LIKE UBER TO TRACK VEHICLES OR ORDERS MAKE BY CUSTOMERS.
 - SALES REPORTS AND FUTURE TARGET WHICH IS GENERALLY USED BY SECTORS TO ANALYSE SALES AND REVENUES.

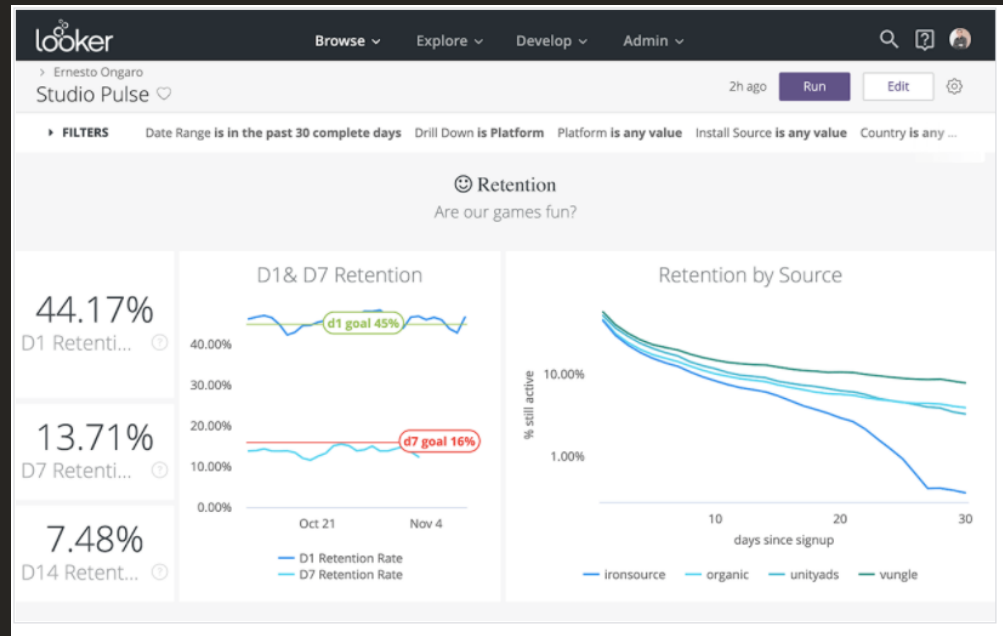
WHAT IS LOOKER?

LOOKER IS AA DATA VISUALIZATION TOOL THAT HAS THE ABILITY TO GO INTO DEPTH IN DATA AND ANALYTICS TO OBTAIN INSIGHTS ON USEFUL DATA. LOOKER PROVIDES A REAL-TIME DASHBOARDS OF DATA WITH THE GOAL OF PROVIDING BUSINESSES THE OPPORTUNITY MAKE DECISIONS ON THE VISUAL DATA OBTAINED BY THE IN-DEPTH ANALYSIS DONE BY LOOKER. LOOKER PROVIDES THE ABILITY TO HAVE A CONNECTION TO BIGQUERY, REDSHIFT, SNOWFLAKE AND 50 OTHER SQL SUPPORTED DIALECTS, THIS ALLOWS YOU TO CONNECT WITH MULTIPLE DATABASES AT ONCE WITHOUT THE NEED TO STRUGGLE.

DATA THAT IS IN LOOKER CAN BE SHARED WITH ANYONE THAT IS ALSO USING THE VISUALIZATION TOOL. DATA CAN ALSO BE EXPORTED TO ANY FORMAT INSTANTLY. LOOKER ALSO PROVIDES A GREAT CUSTOMER SUPPORT FOR ANYONE THAT HAS QUESTIONS AND PRICING CAN BE OBTAINED BY FILLING IN A FORM.

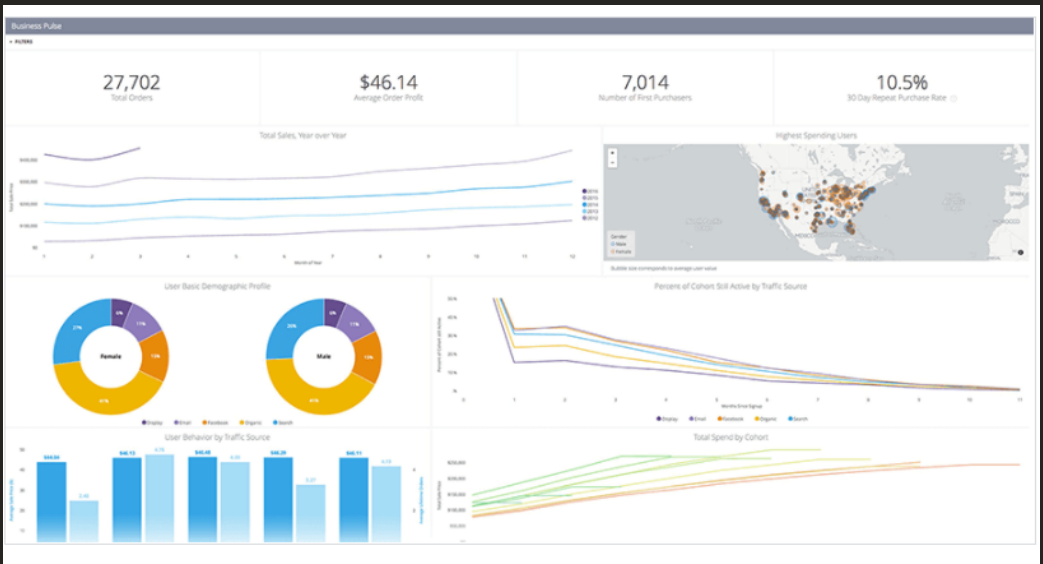


VISUAL EXAMPLES OF ANALYSIS



GAMING

THIS IS AN EXAMPLE OF DATA THAT IS USED TO DEVELOP VIDEO GAMES, FOR EXAMPLE DEVELOPERS CAN USE IT TO OPTIMIZE GAMEPLAY EXPERIENCE.



ECOMMERCE

THIS IS AN EXAMPLE OF LOOKER GIVING DATA-DRIVEN INSIGHTS TO DRIVE SALES AND IMPROVE CUSTOMER EXPERIENCES AND CREATE OPPORTUNITIES IN THE MARKET OR DISCOVER PROFITABLE INSIGHTS.